



United Nations  
International Strategy for Disaster Reduction

# ***Making Cities Resilient: My City is Getting Ready***

*World Disaster Reduction  
Campaign 2010-11*

[www.unisdr.org/campaign](http://www.unisdr.org/campaign)

## ***Is your city ready?***



*Information and modalities for  
nomination and participation for  
**Cities and Local Governments***

## Making Cities Resilient

The World Disaster Campaign 2010-2011 “Making Cities Resilient” aims at getting Mayors, local governments and national authorities to take actions towards making cities resilient as part of sustainable urbanizations.

A ten-point action plan of “ten essentials for city resilience” (Annex 1) is the guiding tool for local governments to undertake actions throughout the campaign to reduce risks. It builds on the priorities set out in the international blueprint “*Hyogo Framework for Action 2005-2015: Building the resilience of communities and nations to disasters*”. The capacity of local government officials and institutions to make cities resilient is a high priority to advance the local implementation.

This document explains the modalities how cities / local governments can sign-up to the campaign. For further information on the campaign, see [www.unisdr.org/campaign](http://www.unisdr.org/campaign).

### Role of cities and local governments in the Campaign

**Mayors** and **Local Government Officials** are invited to play a leadership role in the Campaign in different ways:

- as **Advocates** at international and national levels
- in their own cities and nationally, as **Leader** for **Development** and **Disaster Risk Reduction** implementation at the local level, and
- in pledging for innovation, partnerships and initiatives that will help their **Cities** to become safer, more disaster **resilient**.

UNISDR and participating partner organizations will provide support to publicizing success and practice, provide space for learning and meeting, to mobilize expertise and resources, and seek to influence policy makers at all levels. There will be no ear-marked resources to support specific activities by participating cities, which would be undertaken directly with the local government themselves with their local or other partners.

Participating cities will be encouraged to contribute resources and know-how to other cities in the campaign within their reach and capacity. City-to-city collaboration, twinning and networks will be promoted throughout the campaign.

### Campaign Partners

UN-Habitat and other UN agencies, World Bank, United Cities and Local Governments (UCLG), CityNet, ICLEI, World Mayors Council on Climate Change, Earthquake Megacities Initiatives (EMI), International Federation of Red Cross and Red Cross Societies (IFRC), Global Network for Civil Society Organizations for Disaster Risk Reduction, GROOTS International, Huairou Commission and others to come.

## How to sign-up to the campaign?

The campaign is aimed at reaching at least thousand cities to sign-up to the ten campaign essentials and identify activities and plans to improve the city resilience. It aims at Mayors / Governors / Commissioners and City Councils in the first instance. But the campaign is also addressing technical staff and national authorities responsible for local and urban development planning and disaster risk management and reduction.

The term 'city' refers to urban areas in general, and the term 'local government' includes both urban and rural communities of different scales (i.e. regional, provincial, metropolitan, cities, towns, municipalities, districts and villages).

*Identify your area of action during the campaign and beyond*

### “Participating Cities” in the Campaign

All cities and local governments that are interested in participating in the campaign are encouraged to sign-up through [isdr-campaign@un.org](mailto:isdr-campaign@un.org). By doing so, they will be requested to send the nomination form (Annex 2) and to identify area of action in the campaign in relation to the “ten essentials for city resilience” (Annex 1).

A letter from the Mayor’s office to UNISDR shall confirm the participation in the campaign, indicating which other organizations the city will engage during the campaign.

Community groups, National Associations of local governments, academia and others can initiate the nomination process through contacting the Mayor’s office.

By sending the nomination form to UNISDR and the mayor’s letter the city / local government automatically participates in the campaign and will be added to the web-based campaign city map. The name, the city profile and focus areas will be displayed.

A campaign certificate that will be either signed virtually or in a signing ceremony will complete the sign-up process.

UNISDR encourages the Mayor’s office to seek the approval of the City Council to be officially involved as a “participating city” in the campaign. The local government shall inform the central government about the participation and notify the official Hyogo Framework for Action focal point or the National Platform for Disaster Risk Reduction (contact information can be requested from UNISDR secretariat.)

*Put your city on the resilient cities map!*

The city will have the possibility to actively exchange experiences with other campaign cities. All participating cities and local governments will be regularly updated by UNISDR on the campaign activities and other activities initiated by partners.



*Role Model  
Cities feature  
prominently  
throughout  
the campaign.*

*Role Model  
Cities will  
share their  
experiences  
with other  
cities*

## “Role model” city and local government

Cities or local governments that already demonstrated good practices and innovation in becoming more resilient to disasters can express their interest to become a “role model” city in the campaign.

Cities or local governments that are interested to showcase results or initiated processes for change in at least five areas out of the ten essential actions in the resilient cities “Ten-point checklist of Essentials for Making Cities Resilient” (Annex 1) shall send, in addition to the nomination form, a clear motivation letter to UNISDR explaining why this city or local government could serve as “role model” in the campaign. At least one additional stakeholder (from the academia, civil society or the private sector) shall be involved as an active partner of the designated city / local government in the campaign.

UNISDR, with support from an international multi-disciplinary advisory panel, will review all submissions. Assigned cities or local governments will receive a formal recognition as “role model” in the campaign.

The selected “role model” city and local government will define with UNISDR what the opportunities are for them to:

- Share their experience with other cities, through organizing city-to-city learning with study tours or training components;
- Preparing audiovisuals presenting innovative solutions for urban/local risk reduction; organizing policy dialogues;
- “Twinning up” with other cities during the campaign and similar activities.

## Shared Responsibility

No specific funding will be provided by UNISDR to sponsor projects and initiatives by cities and local governments as part of the campaign. The cities themselves and partners are expected to support the organization of events, conferences and meetings focusing on the campaign. Specific proposals, of particular relevance to the campaign objectives, may be considered under exceptional circumstances for funding and on a case by case basis. Many partners in the campaign are available to provide support to specific requests.

UNISDR and campaign partners will cater with national, multi-lateral and bi-lateral development organizations to prioritize projects and funding for urban risk reduction. All such information will be made available on the campaign website.

*Champions are actively promoting the objectives of the campaign*

## **“Champion” and good-will ambassador nomination:**

Partners in the Campaign, National Platforms or city councils can recommend a personality to UNISDR as a “Champion” for the Making Cities Resilient Campaign. This provides for leadership and visibility; it is also a non-remunerated designation. The characteristics for such a nominee should be as follows:

- A high profile leader with the ability to mobilize others and influence policy or action at the national, local and/or community level (i.e. Mayor, Governor, community leader, artist, etc).
- Associated to a local government (i.e. province, district, city, municipality, township or village) with relevant experience in disaster risk reduction or demonstrated commitment to the Campaign objectives.
- Be committed to contribute time to support the campaign in their own capacity, by participating in international, regional and/or national high-profile meetings, dialogues and awareness raising events.
- Be able to effectively convey messages to reach people at risk as well as policy and decision makers.

### **The nominated Champion should be willing to:**

- Participate in at least one high-profile event during the campaign, regionally or internationally, as spokes person for resilient cities;
- Promote disaster resilience and the campaign objectives with the national Association of local governments or similar forums, including to seek increased resources for this topic from national budgets;
- Provide opportunities for or prepare video clips from successful disaster reduction initiatives and other forms of messages for media use;
- Receive or approach other Mayors or local or national decision makers to promote city resilience.

## **General Selection Criteria**

The selection of “Champions” and “role model” cities for the campaign will, in addition, be based on the principle of equitable and balanced representation (i.e. distribution among countries, regions, size of cities, regional / provincial / municipal government, geographic and hazard conditions, etc.).

## UNISDR Support to the Campaign

As the coordinator of the campaign, UNISDR will cater for regional and global partnerships of support for the campaign cities - “Champions”, “role model” and participating cities - and UNISDR will in particular provide support to the following activities:

- Organization of **policy dialogues, workshops** and other **campaign-related events** at the global and regional level.
- **“Induction packages”** for local governments on urban risk in collaboration with training centres and academia, promoting capacity development and learning opportunities for cities and local governments in each region.
- **Information** and **knowledge** support.
- High-visibility **media events** and **communication tools**.
- The **UN-Sasakawa Award** for Disaster Risk Reduction 2010-2011, which will prioritize nominations from cities who participate in the Campaign.

**For more information, please visit the campaign website:**

**URL:** [www.unisdr.org/campaign](http://www.unisdr.org/campaign)

**Contact one of the UNISDR offices:**

***UNISDR Secretariat Geneva***

E-mail: [isdr-campaign@un.org](mailto:isdr-campaign@un.org)

***UNISDR Regional Office Africa, Nairobi***

Email: [isdr-africa@unep.org](mailto:isdr-africa@unep.org)

***UNISDR Regional Office Americas, Panama***

Email: [eird@eird.org](mailto:eird@eird.org)

***UNISDR Regional Office for Arab States, Cairo***

Email: [isdr-arabstates@un.org](mailto:isdr-arabstates@un.org)

***UNISDR Regional Office Asia and Pacific, Bangkok***

Email: [isdr-bkk@un.org](mailto:isdr-bkk@un.org)

***UNISDR Regional Office Europe, Brussels***

Email: [isdr-europe@un.org](mailto:isdr-europe@un.org)

## Annex I

### *A Ten-point checklist for local governments<sup>1</sup> - Ten essentials for making cities resilient*

*The campaign proposes a Ten-point checklist of Ten Essentials for Making Cities Resilient to serve as a guide for commitment by Mayors.*

*Have your City Council and local government sign up to this!*

### Ten-point Checklist - Essentials for Making Cities Resilient<sup>1</sup>

1. Put in place **organization and coordination** to understand and reduce disaster risk within the local government, based on participation of citizen groups and civil society-build local alliances. Ensure that all departments understand their role and contribution to disaster risk reduction and preparedness.
2. **Assign a budget** for disaster risk reduction and provide incentives for homeowners, low-income families, communities, businesses and public sector to invest in reducing the risks they face.
3. Maintain up-to-date data on hazards and vulnerabilities, **prepare risk assessments** and use these as the basis for urban development plans and decisions. Ensure that this information and the plans for your city's resilience are readily available to the public and fully discussed with them.
4. Invest in and maintain **infrastructure that reduces risk**, such as flood drainage, adjusted where needed to cope with climate change.
5. Assess the **safety of all schools and health facilities** and upgrade these as necessary.
6. Apply and enforce **realistic, risk-compliant building regulations and land use planning principles**. Identify **safe land for low-income citizens** and develop upgrading of informal settlements, wherever feasible.
7. Ensure **education programmes and training** on disaster risk reduction are in place in schools and local communities.
8. **Protect ecosystems and natural buffers** to mitigate floods, storm surges and other hazards to which your city may be vulnerable. Adapt to climate change by building on good risk reduction practices.
9. Install **early warning systems and emergency management capacities** in your city and hold regular public preparedness drills in which everyone participates.
10. After any disaster, ensure that the **needs of the survivors are placed** at the centre of reconstruction with support for them and their community organizations to design and help implement responses, including rebuilding homes and livelihoods.

<sup>1</sup> The Checklist builds on the priorities identified in the *Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters* - [www.unisdr.org/hfa](http://www.unisdr.org/hfa)

## Annex II

### Nomination form for cities and local governments to participate in the campaign

Please send the nomination form and the mayor's letter to [isdr-campaign@un.org](mailto:isdr-campaign@un.org). Nominations will be accepted on an ongoing basis throughout 2010-11.

<b>City / Local Government</b> (Please indicate the year the numbers were provided.)	
City name	City of Stoke-on-Trent
Location (short description)	England, West Midlands, Stoke-on-Trent
Size (year)	36m2 (93km2)
Population (year)	240 636 (2001 Population Census)
GDP	n/a
Hazard type(s)	Local Urban Flooding/Storms and Gales/Pandemic Type Disease/Emerging Infectious Disease/Heatwave/Civil Unrest
<b>Name of Mayor / Commissioner / Governor / Community leader</b>	
Leader of the City Concil: Councillor Mohammed Pervez	
<b>Which part of the city administration will be the focal point for the Campaign?</b>	
Civil Contingencies Board	
<b>Contact details Focal Point</b>	
Name	Dawn Hewins
Function	Assist Director HR and Transformation
Address	Civic Centre, Glebe Street, stoke, ST4 1HH
Email	dawnhewins@stoke.gov.uk
Telephone	01782 238510
Fax	01782 234095
<b>Which local institutions will be engaged in the Campaign?</b> (In addition to the local government.)	
Staffordshire Civil Contingencies Unit; Staffordshire Police; Staffordshire Fire and Rescue Service; National Health Services partners	
<b>Major Disaster Risks</b> (Please indicate major disasters that have occurred, prevailing hazards and vulnerable conditions.)	
Foot and Mouth Disease / Surface Water Flooding / Pandemic Flu outbreak/ Minor Earthquakes: 2011&2012/ Terrorism/ Rioting/Public Disorder	

### Achievements and plans in relation to the ten essentials areas

A - Make an estimation of the **status** per essential as follows:

1 - poor/nothing in place, 2 - some progress in place, 3 - in place, well functioning, or N/A

B - Please describe main areas of **progress** and **achievements**.

C - Please identify **activities** and **plans** your city will pay special attention **to improve the current situation** during the campaign and beyond. Additionally, feel free to propose special events or activities your city would like undertake to raise awareness on disaster resilience. Please select the respective Essential(s).

#### Essential 1 – Risk reducing organization and coordination in place

Status - 3

Progress and achievements – The City of Stoke-on-Trent forms part of the Staffordshire Resilience Forum partnership - a group of 21 organisations, preparing for emergencies together. A Community Risk Register exists for this group, to identify the risks associated with this area. The Council employ a civil contingency team to look at and respond to risks within Stoke. This is overseen at Assistant Director level and Championed by the Deputy Leader of the council. The City Council has organised a Civil Contingencies Board at director level to look at threats to the city's population and function of the council. In addition, the partnership funds the Staffordshire Civil Contingencies Unit (CCU) - a team of expert Civil Contingencies planners, whose day jobs are to make Staffordshire and Stoke-on-Trent a safer place to live and do business, by preparing for the highest risks identified on the Community Risk Register.

The Council runs a number of courses and events internally for employees as well as producing policies and procedures. This is supplemented by the Staffordshire Civil Contingencies Unit which hosts a number of training and exercise events, to prepare organisations and their staff for dealing with disasters.

The City of Stoke-on-Trent Council has a number of emergency plans, the key one being the Major Incident Plan, which identifies response structures to be activated internally in the event of a Major Incident. The Authority also contributes to a number of multi-agency emergency plans, known as Staffordshire Prepared Plans.

Plans – Major Incident / Rest Centre / Business Continuity / Flood / Chemical, Biological, Radiological and Nuclear (CBRN) / Resilient Communications / Fuel / Reservoir / Humanitarian Assistance Centre / Mass Transportation / Media and Communications / Temporary Mortuary / Pipeline Plan / Railway Incidents / Recovery / Highways Welfare / Control Of Major Accident Hazards (COMAH)

#### Essential 2 – Budget assigned

Status - 3

Progress and achievements – Stoke-on-Trent City Council has produced booklets for the city's population for the last 2 years informing residents of the main risks and basic precautions they can take. In addition, the Staffordshire Civil Contingencies Unit has produced a 'Preparing for the Unexpected' guide to supplement this. Any member of the public can request a hard copy of this guide to be sent through the post, or can download an electronic copy from [www.staffordshireprepared.gov.uk](http://www.staffordshireprepared.gov.uk). The guide gives the public an insight into the risks the community faces and gives advice for how to mitigate the effects these hazards present. Additionally, the council provides free information on Business Continuity and templates to assist businesses become more resilient in case of an emergency.

The Staffordshire Resilience Forum Partnership includes the Environment Agency, which also gives advice to the public on how to prepare for flooding before, during and after the event.

Plans – Communications Plan, Carbon Reduction, City Transformation Plan SP1

#### Essential 3 – Risk assessment prepared

Status - 3

Progress and achievements – Up to date risk assessments carried out in the form of the Community Risk Register. The council with our partners have produced a City Centre evacuation plan looking at both the day and nighttime economies. In addition, we work with the major shopping centre to test and exercise their plans for evacuation. The Community Risk Register is monitored and reviewed by the Staffordshire Resilience Forum which is multi agency representatives from Staffordshire who meet (as a minimum) every 6 months.

Plans – Major Incident Plan, Town Centre Evacuation Plan, Community Risk Register, Corporate Risk register

<b>Essential 4 – Investment in risk reducing infrastructure</b>	Status - 2
<p>Progress and achievements – The City Council have worked in collaboration with the Environment Agency (EA) overlooking the risk of flooding to the infrastructure of Stoke-on-Trent. No flood defences are currently in place in Stoke-on-Trent. At the moment the EA do not have any definite flood risk management schemes planned for the Stoke area this financial year (2012). Should funding become available there are locations where the EA may look to do works in conjunction with the Local Authority, including Fowlea Brook Etruria (desilting of channel and culvert). The City Council monitors areas within the city for flood risk.</p>	
Plans -	
<b>Essential 5 – Safe schools and health facilities</b>	Status - 3
<p>Progress and achievements – The City Council has produced guidance to schools in becoming more resilient. Schools are paired up so if there is a temporary incident they can relocate with the pupils to another school until such time as the incident is resolved. Schools are required to check their premises on a regular basis and identify any defects. Where defects are identified the council and school work together to resolve issues as far as reasonably practicable. The council is currently investing in schools and is investing £220,000,000 over the next few years to ensure schools are fit for the future. The council's Health and Safety Team check that schools have plans in place and have been exercised at least every 12 months.</p>	
Plans – School Business Continuity Plan template, Building Schools for the Future	
<b>Essential 6 – Risk-compliant building regulation and land use applied</b>	Status - 3
<p>Progress and achievements – The City Council has set out within the Core Spatial Strategy the focus of its regeneration and housing programmes will be within the urban Core of the City Policy SP1. These are areas where the income levels are lower than the rest of the City. In addition the City Council through its Housing Market Renewal Programme has invested in the refurbishment of over 7,000 properties since 2003 primarily in lower income areas.</p>	
Plans – City Policy SP1, LOCAL development Framework; Healthy Urban Planning; Sustainability and Climate Change	
<b>Essential 7 – Education programmes and training in place</b>	Status - 2
<p>Progress and achievements – Booklets on risks have been produced and sent out to residents suggesting ways they can improve their own resilience. Articles have been written in the Council magazine which is circulated to all households within Stoke-on-Trent and to key locations around the city. The Council is in discussions with the British Red Cross regarding providing information to community groups. All employees with a responsibility for Business Continuity Management or Civil Contingencies are trained to an appropriate level either by Stoke-on-Trent City Council or the CCU</p>	
Plans -	
<b>Essential 8 – Ecosystems and natural buffers protected</b>	Status - 2
<p>Progress and achievements – The Core Spatial Strategy builds on developing to minimise the adverse effects of climate change in the move towards zero carbon growth through energy efficiency. The City Council secured £240,000 from the Department of Health to address the public health consequences of cold housing for the most vulnerable in the city over the 2011/2012 winter period (December to March). This is delivered by a cohort of agencies in the city providing affordable warmth services including; winter checks; emergency shopping services; welfare benefit checks; cold alarms; emergency heating repairs.</p>	
Plans -	
<b>Essential 9 – Early warning systems installed</b>	Status - 3
<p>Progress and achievements – Meteorological Office provides Weather Warnings to the entire population through media channels including television and radio. The Environment Agency also publishes Flood Alerts and Warnings to areas at risk of fluvial flooding. There are 23 Flood Warning Areas in Stoke-on-Trent and 2 Flood Alert Areas. The City Council receives regular updates on anything critical cascaded from Government</p>	

Office via the CCU.	
Plans - Early Warning updates are cascaded as and when received.	
<b>Essential 10 – Needs-based (survivors) reconstruction</b>	Status - 2
<p>Progress and achievements – Stoke-on-Trent has an Humanitarian Assistance Plan in development. This plan will enable the council to set up a one stop shop for the parts of the city affected by a disaster where they can initially come for advice, assistance and help. As the timeline progresses the Humanitarian Assistance Centre will become a focus point to enable the community to have an direct input into how their community will be rebuilt. This will ensure the community feels they are in charge of there own future and that it is not just being imposed from the Government. In addition, there is a Staffordshire Prepared Recovery Plan.</p>	
Plans – Stoke on Trent Humanitarian Assistance plan (in draft), The Staffordshire Prepared Recovery Plan	

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